



**City Manager's Office**  
Communications Division  
PO Box 1810  
Wilmington, NC 28402-1810  
  
910 342-2736  
910 341-5839 fax  
wilmingtonnc.gov  
Dial 711 TTY/Voice

**The city will hold a preview of the new signal for media on **Tuesday, Nov. 15 at 10 a.m. at the City's Coleman Complex, located at 1114 S. 17th Street.** City Traffic Engineer Don Bennett will be there to answer questions and give interviews.**

FOR IMMEDIATE RELEASE  
November 14, 2005

## **New traffic signal display to help reduce crashes on South College Road**

A new way to signal for left turns at a busy intersection on South College Road will help address an old problem – crashes caused by drivers making left turns.

A new type of traffic signal display, to be located on South College Road where drivers can turn into either the K-mart on one side or the shopping center near Dick's Sporting Goods on the other, has been developed by the federal government as a better way to signal when it's OK to make a left turn. Wilmington is only the third city in the state to be selected as a test site for the display.

Instead of the traditional green circle, the new signal will be a flashing yellow arrow that lets drivers know that if there is no oncoming traffic, they can make a left turn.

According to City Traffic Engineer Don Bennett, there have been an unusually high number of left turn crashes – 15 – at this intersection over the last three years. Two of those crashes were fatalities. The federal government is piloting this signal in high risk locations as one way to make the turns safer. The goal is to reduce confusion about when to turn. Many drivers who have crashed at that intersection reported they mistook the green circle for the green arrow. "Hopefully, this new signal will clear up any confusion and make it safer to make a left turn," said Bennett.

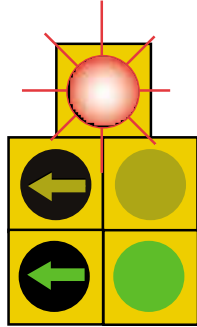
The new signal will be installed Wednesday morning, pending weather.

# # #

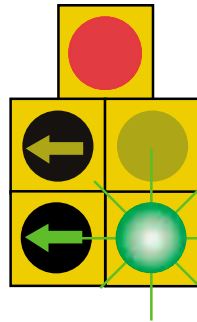
For more information, contact City Traffic Engineer at 341-4696 or City Public Information Officer Malissa Talbert at 342-2736.

## Existing Traffic Light

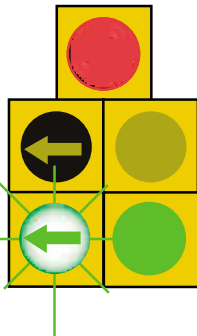
Red Light



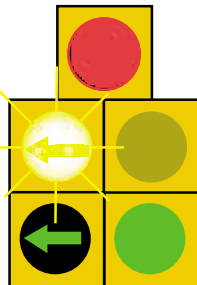
Green Light



Green Arrow

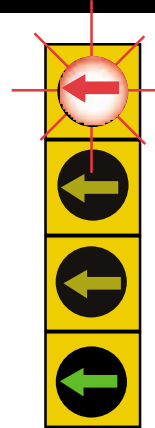


Yellow Arrow

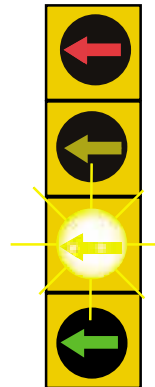


## Proposed Traffic Light

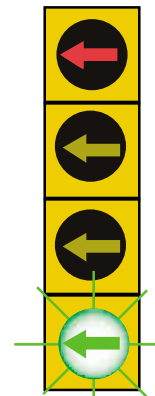
Red Arrow



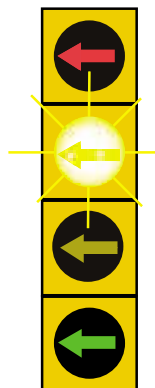
Flashing Yellow Arrow



Green Arrow



Constant Yellow Arrow



Stop

Left turn permissible,  
Yield to oncoming traffic

Protected left turn

Caution,  
prepare to stop